## CONFIDENTIAL

## Cigarette Report Form

(1)	Year Covered: 1994			
(2)	Brand Family Name: DAVE'S			
(3)	Descriptions: King, F. HP			
(4)	Product Length: 83			
(5)	Filter: X Non-Filter: (check one)			
(6)	Hard Pack: X Soft Pack: (check one)			
(7)	Menthol: Non-Menthol: X Other: (check one)			
(8)	Num Per Pack: 20			
(9)	"Tar": 16 Nicotine: 1.0 CO.: N/A			
(10)	Variety Units Sales:			
(11)	Variety Dollar Sales:			
(12)	First Date Sold: N/A Last Date Sold: N/A			
	Reportable Expenditures			
(13)	CAT-A-Expenses (Newspapers) :			
(14)	CAT-B-Expenses (Magazines) :			
	CAT-C-Expenses (Outdoor) :			
	CAT-D-Expenses (Audio Visual):			
(17)	CAT-E-Expenses (Public Transport.)			
(18)	CAT-F-Expenses (Direct Mail) :			
(19)	CAT-G-Expenses (Point of Sale):			
(20)	CAT-H-Expenses (Promotional Allowances)			
(21)	CAT-I-Expenses (Sampling) :			
(22)	CAT-J-Expenses (Items) :			
(23)	CAT-K-Expenses (Public Entertainment) :			
(24)	CAT-L-Expenses (Endorsement) :			
(25)	CAT-M-Expenses (Retail Value & Coupon) :			
(26)	CAT-N-Expenses (All Others) :			
(27)	Total Reportable Expenditures For Variety:			
	Sporting Events:			
(41)	No			

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#### Cigarette Report Form

(1)	Year Covered: 1994  Brand Family Name: DAVE 'S  Descriptions: Kale E HP Lights
(2)	Brand Family Name: DAVE'S
(3)	Descriptions: King, F. HP, Lights
(4)	Product Length: , 83
(5)	Filter: X Non-Filter: (check one)
(6)	Hard Pack: X Soft Pack: (check one)
	Menthol: Non-Menthol: X Other: (check one)
	Num Per Pack: 20
	"Tar": // Nicotine: 0.8 CO.: N/A
(10)	Variety Units Sales:
(11)	Variety Dollar Sales:
(12)	First Date Sold: N/A Last Date Sold: N/A
	Reportable Expenditures
(13)	CAT-A-Expenses (Newspapers) :
(14)	CAT-B-Expenses (Magazines) :
	CAT-C-Expenses (Outdoor) :
	CAT-D-Expenses (Audio Visual):
	CAT-E-Expenses (Public Transport.) :
(18)	CAT-F-Expenses (Direct Mail) :
	CAT-G-Expenses (Point of Sale):
(20)	CAT-H-Expenses (Promotional Allowances)
(21)	CAT-I-Expenses (Sampling) :
(22)	CAT-J-Expenses (Items) :
(23)	CAT-K-Expenses (Public Entertainment) :
(24)	CAT-L-Expenses (Endorsement)
(25)	CAT-M-Expenses (Retail Value & Coupon) :
(26)	CAT-N-Expenses (All Others) :
(27)	Total Reportable Expenditures For Variety:
	Sporting Events:
(41)	No

# CONFIDENTIAL

### Cigarette Report Form

1)	Year Covered:	1994	7					
2)	Brand Family Name:	MARL	BOK	60				
(3)	Descriptions:	100,	<i>/=</i> ,	SP	(Re	d	Package)	
(4)	Product Length:		•				<b>J</b> ,	
(5)	Filter: X N	Von-Filter:				(chec	k one)	
(6)	Hard Pack:							
(7)	Menthol: Non	-Menthol:_	X	Other:		(chec	ck one)	
(8)	Num Per Pack:						_	
(9)	"Tar": /5	Nicotine:	Í.	/	cc	), :	N/A 15	
(10)	Variety Units Sales:							
(11)	Variety Dollar Sales					<del></del>		
(12)	First Date Sold: 1	V/A		Last	Date	Sold:	N/A	
	~~~	Repor	table	Expend	ditures	i		
(13)	CAT-A-Expenses (Ne	ewspapers).	:					
	CAT-B-Expenses (Ma							<del></del>
(15)	CAT-C-Expenses (Or	utdoor) :						<del></del>
(16)	CAT-D-Expenses (A	udio Visua	l):					
	CAT-E-Expenses (Pr							
(18)	CAT-F-Expenses (Di	irect Mail)	:					<del></del>
(19)	CAT-G-Expenses (P	oint of Sale	e):					
(20)	CAT-H-Expenses (P	romotional	Allow	/ances)	<u>:</u>	<del></del>		
(21)	CAT-I-Expenses (Sa	ımpling) <u>:</u>						
	CAT-J-Expenses (Ite							
(23)	CAT-K-Expenses (P	ublic Enter	rtainm	ent) :_		<u> </u>		·
	CAT-L-Expenses (E							
(25)	CAT-M-Expenses (R	etail Value	& Co	upon) [	<del></del>			
(26)	CAT-N-Expenses (A	II Others)	:					
	Total Reportable E							
(28)	Sporting Events:						<u></u>	······································

(41) No

### CONFIDENTIAL

### Cigarette Report Form

(1)	Year Covered: 1994
(2)	Brand Family Name: MARLBORO
(3)	Descriptions: 100, F, HP (Red Package)
(4)	Product Length: , 99
(5)	Filter: X Non-Filter: (check one)
(6)	Hard Pack: X Soft Pack: (check one)
(7)	Menthol: Non-Menthol:X Other: (check one)
(8)	Num Per Pack: 30
(9)	"Tar": 16 Nicotine: 1,2 CO.: -N/A /5
(10)	Variety Units Sales:
(11)	Variety Dollar Sales:
(12)	First Date Sold: N/A Last Date Sold: N/A
	Reportable Expenditures
/+21	·
(13)	CAT-A-Expenses (Newspapers) : CAT-B-Expenses (Magazines) :
	CAT-C-Expenses (Outdoor):
	CAT-D-Expenses (Audio Visual):
	CAT-E-Expenses (Public Transport.) :
(18)	CAT-F-Expenses (Direct Mail) :
(19)	CAT-G-Expenses (Point of Sale):
(20)	CAT-H-Expenses (Promotional Allowances) :
(21)	CAT-I-Expenses (Sampling) :
(22)	CAT-J-Expenses (Items) :
(23)	CAT-K-Expenses (Public Entertainment) : .
	CAT-L-Expenses (Endorsement) :
(25)	CAT-M-Expenses (Retail Value & Coupon) :
	CAT-N-Expenses (All Others) :
(27)	Total Reportable Expenditures For Variety:
	Sporting Events:
7	
7.A	Λ1-

(41) No